

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 Claim 1 (original): A method for dynamically providing a  
2 visual representation of a customizable advertisement  
3 within the context of a browser program running on a client  
4 computer comprising the steps of:

5 (a) downloading a Web page file from a Web server,  
6 the Web page file including at least one  
7 advertising fragment;

8 (b) locating an advertising applet program on an  
9 applet server using the advertising fragment, the  
10 advertising applet program containing program  
11 logic specifying how to construct the  
12 customizable advertisement;

13 (c) running the advertising applet program within the  
14 context of the browser program at the client  
15 computer to execute the program logic to  
16 construct the visual representation of the  
17 customizable advertisement.

1 Claim 2 (original): The method of Claim 1 further  
2 comprising the steps of:

3 (d) determining user profile parameters for  
4 constructing the customizable advertisement; and

5 (e) using the user profile parameters as input to the

6 advertising applet program when constructing the  
7 visual representation of the customizable  
8 advertisement.

1 Claim 3 (currently amended): ~~The method of Claim 1 further~~  
2 ~~comprising the steps of:~~ A method for dynamically providing  
3 a visual representation of a customizable advertisement  
4 within the context of a browser program running on a client  
5 computer comprising the steps of:

- 6 (a) downloading a Web page file from a Web server,  
7 the Web page file including at least one  
8 advertising fragment;  
9 (b) locating an advertising applet program on an  
10 applet server using the advertising fragment, the  
11 advertising applet program containing program  
12 logic specifying how to construct the  
13 customizable advertisement;  
14 (c) running the advertising applet program within the  
15 context of the browser program at the client  
16 computer to execute the program logic to  
17 construct the visual representation of the  
18 customizable advertisement;  
19 (d) determining run time specific information for  
20 constructing the customizable advertisement; and  
21 (e) using the run time specific information as input  
22 to the advertising applet program when  
23 constructing the visual representation of the  
24 customizable advertisement.

1 Claim 4 (original): The method of Claim 3 wherein run time  
2 specific information is obtained from reading a Web browser  
3 cookie file.

1 Claim 5 (original): The method of Claim 3 wherein the run  
2 time specific information is obtained from reading a  
3 computer specific identifier from the client computer.

1 Claim 6 (original): The method of Claim 1 wherein the  
2 advertising fragment contains populated advertising  
3 content.

1 Claim 7 (original): The method of Claim 1 wherein the  
2 advertising fragment is stored on an advertising server,  
3 separate from the Web server and the advertising server and  
4 the Web server are in communication to provide the  
5 advertising fragment.

1 Claim 8 (original): The method of Claim 1 wherein the step  
2 of constructing the advertisement banner further comprises  
3 the step of:  
4 requesting advertising content from the applet server.

1 Claim 9 (original): The method of Claim 8 wherein the step  
2 of requesting advertising content further comprises the  
3 step of:  
4 requesting advertising content from a content server  
5 in communication with the applet server.

1 Claim 10 (original): An apparatus for dynamically providing  
2 a Web page with a user specific advertisement banner on a  
3 client computer display comprising:

4 a Web browser requesting a Web page stored on a Web  
5 server containing an advertising fragment;

6 a reference to an advertising applet program on an  
7 applet server obtained using the advertising fragment; and

8 the advertising applet program constructing the  
9 advertisement banner on the client computer for display in  
10 the Web browser.

1 Claim 11 (original): The apparatus method of Claim 10  
2 further comprising:

3 a set of user profile parameters for constructing the  
4 customizable advertisement; and

5 where the advertising applet program uses the set of  
6 user profile parameters as input when constructing the  
7 advertisement banner.

1 ~~Claim 12 (currently amended): The apparatus method of Claim~~  
2 ~~10 further comprising:~~ An apparatus for dynamically  
3 providing a Web page with a user specific advertisement  
4 banner on a client computer display comprising:

5 a Web browser requesting a Web page stored on a Web  
6 server containing an advertising fragment;

7 a reference to an advertising applet program on an  
8 applet server obtained using the advertising fragment; and

9 the advertising applet program constructing the  
10 advertisement banner on the client computer for display in  
11 the Web browser;

12           run time specific information for constructing the  
13   customizable advertisement; and  
14           where the advertising applet program uses the run time  
15   specific information as input when constructing the  
16   advertisement banner.

1   Claim 13 (original): The apparatus of Claim 12 wherein user  
2   specific information is obtained from reading a Web browser  
3   cookie file.

1   Claim 14 (original): The apparatus of Claim 12 wherein the  
2   user specific information is obtained from reading a  
3   computer specific identifier from the client computer.

1   Claim 15 (original): The apparatus of Claim 10 wherein the  
2   advertising fragment contains fully populated advertising  
3   content.

1   Claim 16 (original): The apparatus of Claim 10 wherein the  
2   advertising fragment is stored on an advertising server,  
3   separate from the Web server and the advertising server and  
4   the Web server are in communication to provide the  
5   advertising fragment.

1   Claim 17 (original): The apparatus of Claim 10 wherein the  
2   advertisement applet program further comprises:  
3           an advertising content requestor requesting  
4   advertising content from the applet server.

1 Claim 18 (original): The apparatus of Claim 17 wherein  
2 requesting advertising content further comprises:  
3 a content requestor requesting advertising content  
4 from a content server in communication with the applet  
5 server.

1 Claim 19 (currently amended): A computer program product  
2 comprising:  
3 a computer usable medium comprising:  
4 a set of computer program instructions  
5 embodied on the computer usable medium,  
6 including instructions to:  
7 download a Web page file from a Web server, the  
8 Web page file including at least one advertising  
9 fragment;  
10 locate an advertising applet program on an applet  
11 server using the advertising fragment, the advertising  
12 applet program containing program logic specifying how  
13 to construct the customizable advertisement;  
14 run the advertising applet program within the  
15 context of the browser program at the client computer  
16 to execute the program logic to construct the visual  
17 representation of the customizable advertisement.-

1 Claim 20 (original): The computer program product of  
2 Claim 19 further comprising instructions to:  
3 determine user profile parameters for constructing the  
4 customizable advertisement; and

5           use the user profile parameters as input to the  
6     advertising applet program when constructing the visual  
7     representation of the customizable advertisement.

1     Claim 21 (currently amended): ~~The computer program product~~  
2     ~~of Claim 19 further comprising instructions to:~~ A computer  
3     program product comprising:

4           a computer usable medium comprising:

5                 a set of computer program instructions  
6                 embodied on the computer usable medium,  
7                 including instructions to:

8                 download a Web page file from a Web server, the  
9                 Web page file including at least one advertising  
10                fragment;

11               locate an advertising applet program on an applet  
12               server using the advertising fragment, the advertising  
13               applet program containing program logic specifying how  
14               to construct the customizable advertisement;

15               run the advertising applet program within the  
16               context of the browser program at the client computer  
17               to execute the program logic to construct the visual  
18               representation of the customizable advertisement;

19               determine run time specific information for  
20               constructing the customizable advertisement; and

21               use the run time specific information as input to  
22               the advertising applet program when constructing the  
23               visual representation of the customizable  
24               advertisement.